

JULIAN MERCER

SEO SPECIALIST

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PROFESSIONAL SUMMARY

SEO specialist with 10+ years of experience growing organic acquisition for Google, HubSpot, and Adobe. Combines technical SEO, content strategy, digital PR, and GA4 analysis to improve rankings, qualified conversions, and revenue across large, complex websites.

PROFESSIONAL EXPERIENCE

SEO Specialist

Jun 2021 - Present

Google, Mountain View, CA

- Built a non-brand SEO roadmap across 14 product areas, moving 1,850 priority keywords into the top 10.
- Led technical audits covering JavaScript rendering, canonicals, structured data, and Core Web Vitals, reducing non-indexable priority URLs 63% across 2.4M pages.
- Connected Google Search Console, GA4, and BigQuery data to identify high-intent landing-page gaps, generating 96,000 additional sign-ups and \$6.2M in attributed revenue.
- Built an internal-linking model that increased commercial-page discovery 32% and assisted conversions 18%.
- Partnered with Communications on data-led digital PR campaigns that earned 420 referring domains and lifted organic sessions to linked product pages 27%.
- Established SEO acceptance criteria for product releases, preventing indexation and rendering defects from reaching 38 high-traffic templates across priority customer segments.

Senior SEO Analyst

Apr 2018 - May 2021

HubSpot, Cambridge, MA

- Used Ahrefs and Semrush gap analysis to build 160 intent-led content briefs, growing non-brand organic sessions 68% and product-demo requests 36% year over year.
- Resolved crawl traps, duplicate parameter pages, sitemap errors, and canonical conflicts across 1.1M URLs, improving valid index coverage from 76% to 94%.
- Launched a content-decay program for 900 existing articles, restoring 3,200 lost keyword rankings and increasing marketing-qualified leads from refreshed pages 24%.
- Prioritized bottom-funnel pages with GA4 and Search Console data, producing \$8.7M in SEO-sourced pipeline.
- Built Looker Studio dashboards for rankings, clicks, conversions, and assisted pipeline, cutting monthly reporting time 70% and accelerating anomaly detection at scale.
- Created a search-opportunity model joining demand, ranking feasibility, conversion value, and content effort, giving quarterly planning a defensible prioritization method.

SEO Analyst

Jul 2015 - Mar 2018

Adobe, San Jose, CA

- Mapped 12,000 keywords by intent and market, increasing top-three rankings 54% across six countries.
- Reworked site architecture, breadcrumbs, and internal links for priority product clusters, reducing average crawl depth 29% and lifting organic trial starts 17%.
- Ran backlink reclamation and publisher outreach with PR teams, recovering 310 lost links and earning 185 placements from relevant industry domains at scale.
- Monitored Search Console coverage and Screaming Frog crawls during three site migrations, preserving 98% of organic traffic within eight weeks of launch.
- Tested titles, meta descriptions, and landing-page copy across 140 pages, improving organic click-through rate 16% and visitor-to-trial conversion 11% at scale.
- Built migration monitoring that combined crawl comparisons, index coverage, rankings, and conversion alerts, helping teams isolate launch regressions before traffic loss compounded.

CORE SKILLS

Technical SEO | Keyword research | On-page SEO | Content strategy | Internal linking | Link building | Digital PR | International SEO | JavaScript SEO | Schema markup | Log-file analysis | Google Search Console | GA4 | Semrush | Ahrefs | Screaming Frog | Looker Studio | BigQuery

EDUCATION

B.A. in Journalism, Arizona State University, Tempe, AZ

CERTIFICATIONS

Google Analytics Certification | Semrush SEO Toolkit Certification | HubSpot SEO Certification